



**Marketing Committee Minutes  
Regular Meeting  
Video Conference Via Google Meet/YouTube  
1700 North Grand Avenue  
Saturday, April 3, 2021 at 10:00 AM**

**Call to Order**

Staff member Virginia Marrujo called the meeting to order at 10:05 AM

**Roll Call**

**Present**

Veronica Black  
Jake Erickson  
Mariano Ulibarri  
Gail Houser  
Dr. Eric Romero  
Judee Williams  
Georgina Angel-Ortega

**Absent**

Joaquin Garofalo  
Margo Segura  
Stacy K. Romero  
Aaron Gallegos

**Pledge of Allegiance**

The committee stood for the Pledge of Allegiance

**Approval of Agenda**

Veronica Black made the motion to approve the agenda. Marianno Ulibarri seconded the motion. Motion passes.

## **Approval of Minutes**

City Staff Virginia Marrujo stated the approval of minutes was on the agenda to show where it normally will be when there are minutes to approve. There are no minutes for this meeting as it is the first meeting for this committee.

## **Public Input**

City Staff Virginia Marrujo stated she did not receive any public input prior to the meeting.

## **Discussion Items**

City Staff Virginia Marrujo welcomed everyone to the meeting. She made a quick statement about the committee moving from a voting committee to an actual advisory committee that assists with marketing and tourism plans and ideas.

City Staff Bill Hendrickson made a statement about the creation of the committee, goals, and more.

The committee had mentioned ideas about goals, agenda, creation of a new department and implementation of the plans.

The committee asked for Mayor Louie A. Trujillo to be at the next meeting. They would like to hear what his ideas and direction may be for the committee.

City Staff Bill Hendrickson said he would send an invite to the Mayor.

Each member of the committee, who was present, Introduced themselves along with their background.

## **New Business**

### **A. Election of a Chairperson**

City Staff Virginia Marrujo indicated that the Chairperson, once elected, will run the meetings from that point forward.

City Staff Virginia Marrujo opened the floor for nominations.

Georgina Angel-Ortega suggested that the committee consider selecting Margo Segura as the Committee Chair. She stated that Margo would be a good candidate due to her experience and mentioned a few credentials.

City Staff Virginia Marrujo asked if there were any other nominations or volunteers for nomination.

There were no other nominations.

The committee suggested that they table the item until Margo is present to accept or decline the nomination.

Georgina made a motion to table the item until the next meeting when the nominees are present. Marianno Ulibarri seconded the motion. Motion passed.

**B. Election of a Vice Chairperson**

City Staff Virginia Marrujo opened the floor for nominations.

Dr. Eric Romero made a suggestion to nominate Veronica Black then continued to speak about her experience with organizational skills, media background and more.

City Staff Virginia Marrujo asked if there were any other nominations or volunteers for nomination.

There were no other nominations.

Marianno Ulibarri made a motion to elect Veronica Black as the Vice Chairperson. Jake Erickson seconded the motion. Motion passed.

**C. Meeting Dates and Times**

City Staff Virginia Marrujo stated that the committee needs to set dates and times for the meetings as one of the first tasks as a committee.

The committee discussed selecting the dates and times when the committee is all present and has selected the Chairperson.

Veronica Black made a motion to table the item until the next meeting. Georgina Angel-Ortega seconded the motion. Motion passes.

**Old Business**

There was no new business.

**Other Business**

**A. Discussion of Marketing ByLaws**

City Staff Virginia Marrujo made the suggestion for the committee to review the bylaws and put it up for discussion. She stated that the committee could make suggestions and the City staff would send them to the City Attorney for final review.

The committee suggested that they have some time to review the bylaws. The consent was to review and advise the Chair and Vice Chair when to place on the agenda for discussion.

B. Discussion of 2021/2022 Marketing Plan

City Staff Virginia Marrujo explained that one of the major tasks for the marketing committee is to assist with the creation of a 2021/2022 marketing plan and an overall marketing plan for the City of Las Vegas.

The committee agreed to place the items on the agenda for discussion at the next meeting.

**Adjournment**

Meeting was adjourned at 10:43 AM

Approved Minutes:

M. Segura 4/26/2021

Marketing Committee Chairperson